

Re: Housing Tour Ads

Subject: Re: Housing Tour Ads
From: Christopher Loos <chris@urbanize.la>
Date: 10/17/2017 08:39 PM
To: Julia Marino <jmarino@downtownla.com>
CC: Nicolas Bruneau <nico@urbanize.la>


Hi Julia,

No problem, lets do this!

We've simplified our leaderboard rates into two packages: *Standard* and *Premium*:

Product	Price	Type
Cross-Platform Leaderboard Standard (970x90, 728x90, 300x250)	\$10	CPM
Cross-Platform Leaderboard Premium (970x250, 728x90, 336x280)	\$15	CPM

For this campaign I recommend our *Standard* package. it includes 3 size creatives, which are displayed according to the user's screen size (970x90 for desktop, 728x90 for tablet, 300x250 for mobile:

 Inline image 2

Assuming we begin the campaign on **10/19** and run it through **11/3**, the duration would be **17 days**. Over the past 17 days we've had 124k sessions, so I recommend purchasing 124k impressions so that the ad displays approximately once for each visitor's session:

Ad Type	Position	Pages	CPM	Impressions	Cost
Cross-Platform Leaderboard Standard (970x90, 728x90, 300x250)	Leaderboard (ATF)	All	\$10	124,000	\$1,240
Total				124,000	\$1,240

Let me know if this works!

Thanks,

Chris

On Tue, Oct 17, 2017 at 2:45 PM, Julia Marino <jmarino@downtownla.com> wrote:

Hi Chris,

We're reconsidering our survey ad strategy so we can't commit to anything on that at the moment. But I did want to get you the graphics for our Downtown LA Housing Tour (attached) so that we could begin promoting that on Urbanize as soon

as possible. What would it cost to be featured on the homepage until Nov 3rd?

Thank you,
Julia

Julia Marino
Economic Development Associate

 <https://www.downton>

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--image005.jpg--




--Cross Platform Standard Leaderboard.png--

Cross-Platform Leaderboard Display Ads


Standard
\$10 CPM

Desktop
(1400px wide displays and above)




970x90

Tablet
(992px to 1399px wide displays)





728x90

Mobile
(991px wide display and below)



300x250








image001.png



image007.jpg



Attachments:

image003.jpg	518 bytes
image005.jpg	517 bytes
Cross Platform Standard Leaderboard.png	1.3 MB
image001.png	5.8 KB
image007.jpg	524 bytes